

2023–2026  
**Strategic  
Plan**





**HUMANE SOCIETY  
INTERNATIONAL**  
AUSTRALIA

**COMPASSION**  
in world farming



**Animals  
Australia**  
for a *kinder* world



The Australian Alliance for Animals is a national charity bringing together six of Australia’s leading animal protection organisations to create systemic change for animals.

Representing over 2 million Australians, the Alliance leverages the collective strength of the animal welfare sector to maximise its political influence.

Through our united political advocacy, we are paving the way for structural and institutional reforms to create a stronger, more independent animal welfare system that will improve the lives of billions of Australian animals.

The Alliance was created to unite and empower the animal welfare sector to achieve systemic change for animals.

For the first time in a decade Australia has a real opportunity to achieve foundational change for animals. Together, we can work towards our vision of a society where respect for the interests of animals and their wellbeing is enshrined in law, policy and practice.





## Our vision

A society where respect for the interests of animals and their wellbeing is enshrined in law, policy and practice.

## Our purpose

To lead and unite the Australian animal protection community in securing systemic change for animals.

## Our mission

- To lead law and policy reform to create new systems of animal welfare governance.
- To ensure transparency and accountability for decisions affecting animals.
- To bring allies together to strengthen the representation of animals.

## Our values

- **Outcomes focused** – we are driven by our mission and are continuously focused on achieving meaningful outcomes for animals.
- **Integrity** – we remain true to our purpose and act with consistency and principle.
- **Evidence based** – everything we say and do is backed by evidence.
- **Proactive** – we are forward thinking in our approach and create new opportunities for change.
- **Collaborative** – working with others is at the heart of our approach.
- **Determined** – we never give up.



## Strategic priorities

## Strategic goals

### REFORM

*Reforming the Australian animal welfare governance system*

#### Accountable governance

Governments are accountable to the public in decision making and influences over animal welfare policy are transparent

#### Fairer frameworks

Governments support the need for systemic change and have established fairer, more independent frameworks for animal welfare

#### Contemporary standards

National animal welfare standards respect sentience, reflect contemporary science and meet community expectations

### REPRESENTATION

*Uniting the Australian animal welfare sector and increasing its political significance*

#### Effective & efficient

The animal welfare sector uses its resources efficiently and effectively to maximise its impact

#### Unified for reform

The animal welfare sector is organised and unified on institutional, structural and cross-sector reforms

#### Politically significant

The animal welfare sector is recognised as politically significant by governments across all target jurisdictions

### SUSTAINABILITY

*Building community awareness and the support base for the Alliance*

#### Transparent & adaptable

The Alliance is open and accountable in its activities and evaluates and adapts its approach

#### Ready for reform

The Alliance has a sustainable and diverse income stream and a planned pathway for achieving our goals

#### Known & trusted

Stakeholders and the wider community are aware of the Alliance and support our work



# Our ambitions

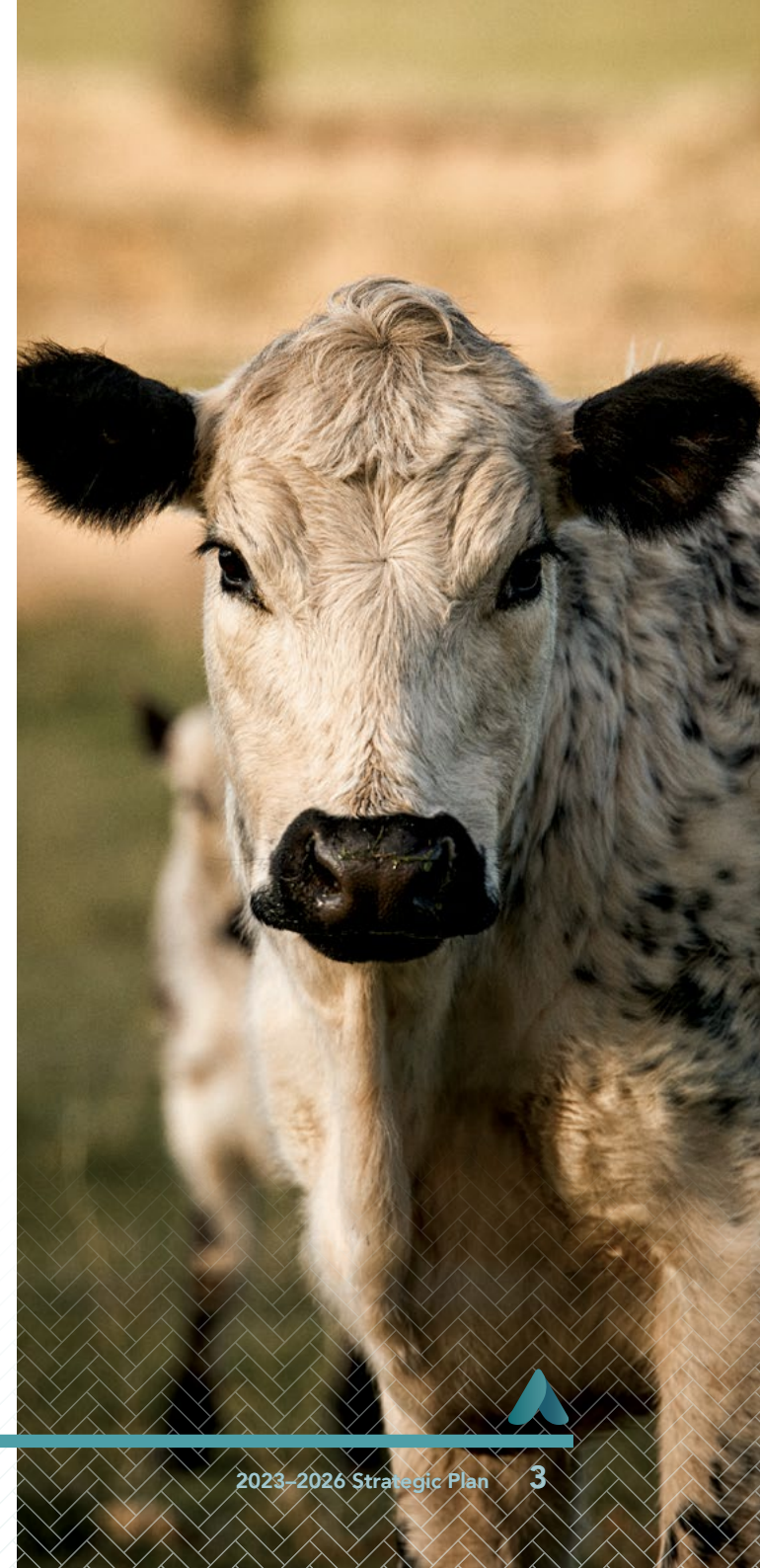
## Reforming the system

Our #FairGoForAnimals campaign proposes a new framework for creating a more balanced and independent animal welfare governance system in Australia.

We are aiming for:

- 1 Ministerial recognition**  
Create Ministers for Animal Welfare to remove conflicts of interest.
- 2 National Animal Welfare Commission**  
Establish a National Animal Welfare Commission to make the system truly independent.
- 3 Animal Welfare Authorities**  
Create state Animal Welfare Authorities to ensure the interests of animals are upheld under law.
- 4 Decision-making principles & sentience recognition**  
Introduce guiding decision-making principles into animal welfare legislation, and recognise animals as sentient beings with intrinsic value.
- 5 Fair and accountable animal welfare standards processes**  
Create fair and accountable animal welfare standards and decision-making processes.
- 6 Adequate funding**  
Properly fund animal welfare services in line with community expectations.

Learn more: [www.fairgoforanimals.org.au](http://www.fairgoforanimals.org.au)





# Our ambitions

## Reforming animal welfare standards

We work with allies and members on high impact issues to improve national animal welfare standards and raise awareness of the need for systemic change across the country.

We are aiming for:

- 1 An end to live sheep exports**  
A phase-out of live sheep exports is legislated within the current term of federal government.
- 2 An end to battery cages**  
All governments endorse the poultry standards and implement regulations to phase out battery cages.
- 3 Better conditions for chickens raised for meat**  
Widespread uptake of the [Better Chicken Commitment](#) to improve the lives of hundreds of millions of Australian chickens.
- 4 Progress towards an end to mulesing**  
Review of the sheep standards to phase out the painful mulesing of lambs.

### Scale of the problem

**13 million**  
**live sheep exported**  
over the past 10 years

**5 million**  
**hens confined**  
in battery cages annually

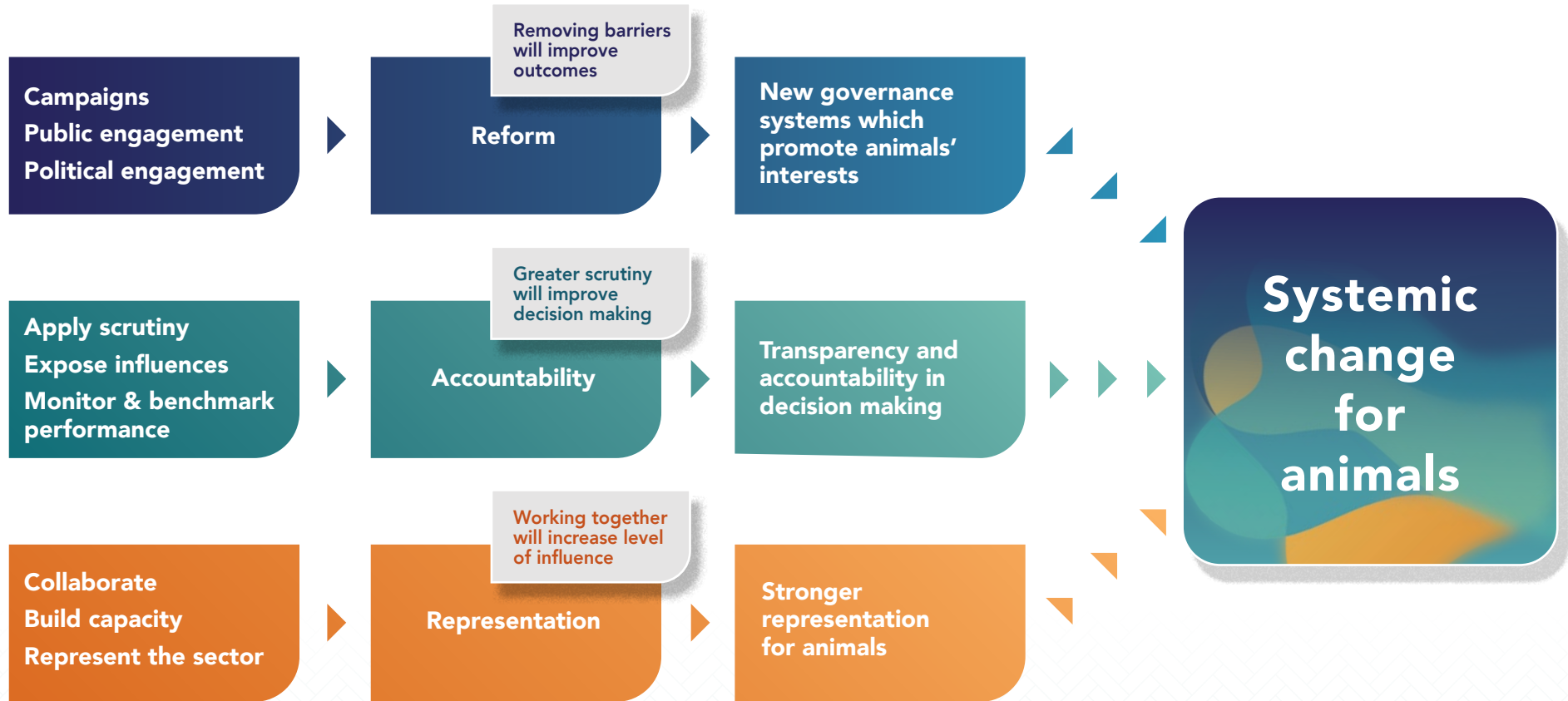
**670 million**  
**chickens slaughtered**  
every year for meat

**10 million**  
**lambs mulesed**  
annually



Photo: Jo-Anne McArthur

# Our theory of change





[www.allianceforanimals.org.au](http://www.allianceforanimals.org.au)